

DO YOU INHALE? All smokers do, some of the time!



INHALES about 50% of his smoking — yet sincerely believes he doesn't inhale at all.



THINKS she may inhale now and then — actually inhales more often than not!



KNOWS he inhales "sometimes" — but is unconsciously inhaling 80%-90%!

GET THIS, IT'S VITAL!

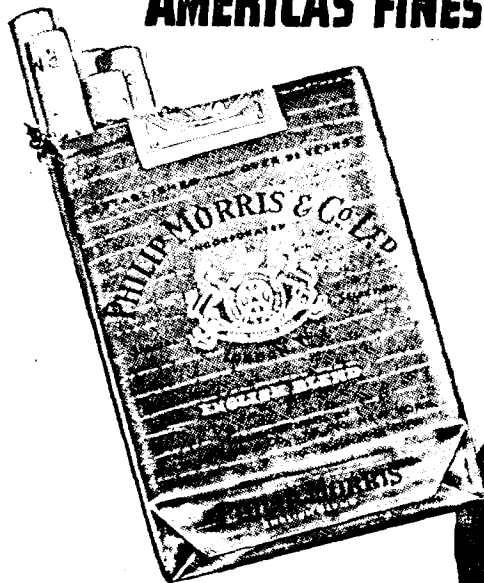
When you inhale—exposure to irritation is increased. So — *know* what you smoke! There's a difference—reported by eminent doctors in leading medical journals. On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

NO OTHER CIGARETTE CAN MAKE THIS STATEMENT!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE



TODAY THEY COST NO MORE THAN ORDINARY POPULAR-PRICE BRANDS!
(In NEW YORK STATE)

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